

2022 Juliette (IRG) Cookie Program Guide

Welcome to the Girl Scout 2022 Cookie Program! The Juliette program allows girls to register individually for Girl Scouts, mixing and matching different activities to meet their needs and interests. A Juliette can participate in the Cookie Program, learn business skills, and earn rewards! There are a few differences between a troop's Cookie Program and a Juliette Cookie Program, so we have created this guide just for you – Our Juliettes! This includes girls who may be part of a troop, but choosing to participate individually in the Cookie Program (if the troop is not participating).

Key Dates and Deadlines

Volunteers, please log in to your MyGS Account at www.girlscoutstoday.org and click onto gsLearn to watch important webinars about cookies starting December 13th.

January 5th – Digital Cookie Emails to Parents

January 7th – Digital Cookie and Preorders start (watch for email for digital cookie login info)

January 23rd – Initial orders are due to your Volunteer Contact

January 22nd – GSEIWI Virtual Cookie Rally – more info on our website

February 12th – 17th – Pick up Initial Cookie order (your volunteer contact will let you know date and time and location)

February 18th – In-person Cookie Sale starts (National Cookie Weekend)

March 18th-20th – Walkabout Weekend

March 20th – Last Day to order Cookies if needed

March 27th – Cookie Program Ends (Turn in all money to your volunteer contact – they will also contact you for arrangements in picking up prizes)

Where to Find Help

Info@girlscoutstoday.org
800-798-0833

Your Product Program Team:

Marilynn Askelson, Director of Product Program (Marilyna@girlscoutstoday.org)
Shelli Griffin, Product Program Coordinator (Shellig@girlscoutstoday.org)

First things first! Each Juliette (IRG) Girl Scout needs an adult volunteer managing her involvement in the program. Juliettes may participate in the Cookie Program in two different ways:

1. Juliettes may participate in the sale by being “adopted” into a troop. The permission form would go to the leader of the troop. Troop leader will have permission forms on hand for parents to fill out.

Profit as part of a troop: If the Juliette is adopted into a troop for the sale all the proceeds earned will stay in the adopted troop. The troop leader may pay for uniform pieces, activities, programs, etc for the Juliette.

2. Juliettes may participate as part of a service unit troop. Please visit Girlscoutstoday.org to fill out the online permission form. It is located under the cookie sales and listed under not selling with a troop. You will be connected with an adult volunteer in your service unit that will manage your Juliette Girl Scout’s program once the permission form has been received.

Profit as part of a service unit: In addition to rewards, Juliette Girl Scouts will earn extra program credits in place of cash. They may also opt out of rewards for a high program incentive. Please see the charts below. Unless asked to opt out of rewards your Juliette will automatically be enrolled in the With Rewards – Earned Program Credit category.

With Rewards – Earned Program Credits

Packages Sold	Proceed Amount	Packages Sold	Proceed Amount	Packages Sold	Proceed Amount
25-49	\$14.00	125-149	\$70.00	225-249	\$126.00
50-74	\$28.00	150-174	\$84.00	250-274	\$140.00
75-99	\$42.00	175-199	\$98.00	275-299	\$154.00
100-124	\$ 56.00	200-224	\$112.00	300-324	\$168.00

Opt out of Rewards – Earned Program Credit

Packages Sold	Proceed Amount	Packages Sold	Proceed Amount	Packages Sold	Proceed Amount
25-49	\$16.00	125-149	\$80.00	225-249	\$144.00
50-74	\$32.00	150-174	\$96.00	250-274	\$160.00
75-99	\$48.00	175-199	\$112.00	275-299	\$176.00
100-124	\$64.00	200-224	\$128.00	300-324	\$192.00

What do you as a parent need to do to support your Juliette Girl Scout? Here is a quick rundown:

- ✓ Start by filling out the Cookie Program Permission form located on our website, if selling with a troop “Adopted” into a troop, that troop leader will give you a permission form to fill out that they will keep.
- ✓ You will receive materials this year to your home if not “adopted” into a troop. If Girl Scout is a member of a troop you will get materials from that troop.
- ✓ Set up her Digital Cookie account starting on January 5th. Emails will be sent out with instructions. **If you do not receive one by Jan. 7th reach out to info@girlscoutstoday.org**
- ✓ Help her get excited about setting goals, earning rewards, and interacting with customers.
- ✓ Partner up with other girls in our community for a booth sale or consider hosting your own “Lemonade Stand”.
- ✓ Submit an Initial Inventory Order – these are cookies to having-hand early in the program. If you need help with an estimate please reach out to a member of the Program Product Team.
- ✓ Pick up the cookies – Your volunteer contact will let you know when and where.
- ✓ Need more cookies? Contact your Volunteer managing your Juliette program. Please do this on Sundays before noon so an order can be placed and ready by the following Friday.
- ✓ Turn in money throughout the program (each time you pick up new cookies is a great time)
- ✓ Encourage your Juliette to reach her goals!



How to Sell Cookies

Our Girl Scouts today have so many opportunities to share cookies both in-person – through door to door and booth sales and online through Digital Cookies. For many years, girls used these opportunities to develop the five skills to power their Girl Scout experience. That will always stay the same, but the way of selling is always changing in order to keep girls safe while they participate in the Girl Scout Cookie Program.

Listed below are some of the ways in which girls are able to sell safely:

- **Virtual Order Cards** -(See back of Cookie Connections)
- **Door to Door Sales**
Load up the sled, wagon or turn the family car into a cookie mobile to canvas the neighborhood. Girls can take digital payments with the Digital Cookie App as well!
- **Porch Drop – offs**
Take orders and payments through social media and payments methods such as Paypal, Venmo, or Digital Cookie. Make arrangements for delivery to the person's home or mailbox.
- **Workplace Sales**
Leave an order card (not cookies) at a friend or family member's workplace with permission from that employer. Write a short paragraph about yourself and your Cookie Program Goals to leave with the order card, but do not leave your personal contact info. You can leave contact info of an adult overseeing your cookie sales such as a parent/guardian. You can also put down your Digital Cookie Link in your paragraph that way customers can order and pay right away.
- **Business to Business Sales**
During the family cookie business meeting, the girls may express interest in selling cookies to businesses like real estate agencies, car dealerships and more.
- **Participate in Care to Share**
You can collect Care to Share donations just as you would any other cookie sale. It's simple just ask each person who buys if they would like to buy a box for the Care to Share program. The cookies will be donated to the military members in your community, and others will be donated to local essential workers.
- **Digital Cookie**
Girls can use this exciting tool to build an avatar, send emails, track goals, track inventory, take payments and so much more! This platform is easy to use and makes the selling of cookies a breeze! Girls get to watch as rewards are added to accounts as well and make choices when they reach levels!
- **Order Taking**
Take customers' orders on your order card and return later to deliver the cookies and collect the money.
- **Lemonade Stands**
You can set up your very own Lemonade Stand at home or at a family member's home to sell cookies. Simply set up a stand with cookies instead of lemonade.



More about Digital Cookie

With the Digital Cookie platform, girls have more ways to sell cookies and grow their cookie businesses!

Register:

Keep an eye out for a registration email coming to you starting January 7th. If you do not receive an email, double check your spam folder or go to digitalcookies.girlscouts.org and click “send registration email”. If you are still experiencing problems, contact info@girlscoutstoday.org

Set Up your Site:

In just a few minutes, your family can set up your Girl Scout’s cookie sale goal, share her cookie story, and support her sale. You can help her upload a fun picture or video to boost her sale. Help her create her avatar and personalize her site.

Invite Customers:

Manage your Girl Scout’s customer list and easily send ready to use emails that invite people to support her sale. You can also promote her personalized cookie sale link on Facebook with friends and family or safe community groups.

Track your Goals:

See you close she is to reaching her goal by tracking the number of packages sold and orders placed; as well as sales by delivery type and cookie variety. You can even include off-sales to see her total progress.

Help Choose Rewards:

Rewards will be chosen as she completes levels. Also remember we will have instant rewards that your volunteer contact will have ready for when she reaches 110 level (Cookie Decals), 185 level (Clip on Koala). Also for every 250 packages sold he can stop by the local office and choose a prize and have her picture taken!

Remember! Let your volunteer contact know about any girl delivery sales made through Digital Cookie so she can get your family the correct cookies!

Wrapping Up:

Rewards that your Juliette earns will be distributed by your adult volunteer contact. You will receive an email about two weeks after the conclusion of the sale with your program credit account and instructions.

Reminder: All Cookies checked out or ordered can NOT be returned and you are responsible for the payment of left over packages at the end of the sale.

**As always we want to make this an exciting and rewarding program
for all our Girl Scouts, Volunteers and Team member!
Thank you for all you do in making the world a better Place!**

